Amendments to the Claims

1. (Currently Amended) A method of providing an advertisement to a user over the Internet, comprising the steps of:

obtaining, at a user computer, from an advertisement control server a plurality of web page URLs and associated advertisement information for each of the web page URLs, said advertisement information including: an address at which associated advertisement data for the advertisement is stored on an advertisement server, and information on an effective display period of time and display location information of the advertisement, and storing said advertisement information in a local storage on the user computer;

detecting an URL that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL;

reading from the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement data from the advertisement server to the user computer over the Internet; and

displaying the associated advertisement data in accordance with the advertisement information, said displaying further comprising deciding a validity of the advertisement to be displayed by determining if the effective display period of time for the advertisement to be displayed has expired, wherein different advertisements can be displayed, each advertisement having a different effective

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display period of time, for the same URL.

2. (Currently Amended) A method of providing an advertisement to a user over the Internet, comprising the steps of:

obtaining, at a user computer, from an advertisement control server a plurality of web page URLs and search keywords and associated advertisement information for each of the web page URLs and the search keywords, said advertisement information including: an address at which associated advertisement data for the advertisement is stored on an advertisement server, and information on an effective display period of time and display location information of the advertisement, and storing said advertisement information in a local storage on the user computer;

detecting an URL and a search keyword that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL and the search keyword;

reading from the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement data from the advertisement server to the user computer over the Internet; and

displaying the associated advertisement data in accordance with the advertisement information, said displaying further comprising deciding a validity of the advertisement to be displayed by determining if the effective display period of

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time for the advertisement to be displayed has expired, wherein different advertisements can be displayed, each advertisement having a different effective display period of time, for the same URL and search keyword.

3. (Original) The method of claim 1, wherein said step of storing comprises the step of representing the web page URLs using regular expressions.

4. (Original) The method of claim 2, wherein said step of storing comprises the step of representing the web page URLs and the search keywords using regular expressions.

5. (Cancelled).

6. (Cancelled).

7. (Original) The method of Claim 5, wherein said step of displaying further comprises the step of determining if the advertisement will be displayed within a web browser or outside the web browser, based on the display location information.

8. (Previously Presented) The method of Claim 1, wherein the advertisement control server and the advertisement server are the same server.

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Claims 9-18 (Cancelled).